

**FOR IMMEDIATE RELEASE**  
**APRIL 17, 2007**

## **MEDIA ADVISORY**

### **STATE TO HOST WOMEN'S HEALTH FORUM**

INDIANAPOLIS--- On Wednesday, April 18, the Office of Women's Health at the Indiana State Department of Health and Indiana Tobacco Prevention and Cessation (ITPC) will host the INfluence Women's Health Forum with the theme "Come dressed in black and white...leave seeing red." More than 200 women from around the state have confirmed their attendance.

The purpose of the Forum is to bring together women from all over the state, including legislators, heads of government agencies, media representatives, educators and presidents of universities, corporate CEOs, health care professionals, and nonprofit and faith-based leaders to start a dialogue about health. In particular, the issue of marketing of tobacco products to women will be discussed.

Indiana is second in the nation for tobacco use, with 25 percent of adult women smoking. According to ITPC, 18 percent of pregnant women in 2004 smoked, which is almost double the national average of 10.2 percent. In 2004, more than 15,000 women in Indiana died from heart disease, cancer, diabetes, or stroke.

First Lady Cheri Daniels, honorary chair of the Forum, will give opening remarks. State Health Commissioner Judy Monroe, M.D. and Karla Sneegas, executive director of ITPC, will co-host the event. Victoria Almquist, National Campaign for Tobacco-Free Kids will be the featured national speaker. Anthem Blue Cross Blue Shield is sponsoring the event.

**When: Wednesday, April 18, 2007**

<b>5:30 p.m. to 6:30 p.m.</b>	Networking
<b>6:30 p.m. to 7:30 p.m.</b>	Presentation
<b>7:30 p.m. to 8:00 p.m.</b>	Open Forum
<b>8:00 p.m. to 8:30 p.m.</b>	Networking

**Where:** Indiana Historical Society  
450 West Ohio Street, **Indianapolis**

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